



Mission Statement

“To promote and support sustainable tourism development through the representation, promotion and mutual co-operation of international, national and regional certification schemes and other voluntary initiatives for sustainable tourism at an international level.”

VISIT stands for “Voluntary Initiative for Sustainability in Tourism”, and was created within the frame of an EU funded LIFE project in tourism eco-labelling. The name outlines the concept of the organisation: a positive collaboration between distinct initiatives working towards achieving sustainability in tourism.

The Association was established in 2004 at REISEPAVILLON, Europe’s leading Green and Ecotourism Fair. This was the culmination of ongoing liaison and co-operation between a dozen leading tourism eco-labels from 2001 onwards. Seven of these labels (based in the Netherlands, Italy, Denmark, Latvia, United Kingdom, Switzerland and Luxembourg) founded the organisation together they represent over 2,000 participating tourism enterprises.

Other organisations involved with and interested in sustainable tourism may join the organisation as associate members, these include ecolabels working towards full membership such as Ecocamping and professional bodies involved in research and development in sustainable tourism such as Ecotrans. For further information on joining VISIT as a Full member ecolabel or as an Associate please contact the VISIT secretary at the address below or download the relevant forms on other pages on this site.

The alliance between the labels within VISIT is based on mutual understanding and recognition and the agreement to adopt a common standard. This standard sets the framework by which credible tourism eco-labels should operate in Europe. This ensures the consumer has a reliable and responsible tourism choice and an indication that there are efforts to improve the destination towards more sustainability.

VISIT is the first association of its type anywhere in Europe and its primary goal is to ensure that eco-labelling in tourism is successful, practical and responsible.